

Investigation of affecting factors on export intensity in small and medium enterprises (case study: SMEs in Gilan province)

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Abstract The purpose of this study is to evaluate factors affecting export intensity in small and medium-size companies (Case Study: small and medium-size companies in Gilan Province). This is an applied research in terms of objective and a descriptive-survey study in terms of research type. Field method and questionnaire (Bayanchi et al, 2016) were used to collect relevant data. In accordance with the purpose and subject of this study, statistical population consists of all managers, employees (unlimited number of members) small and medium-size companies in Gilan Province. Morgan Table has was in this study to determine sample size of this study due to inaccessibility to studied population, 384 members were chosen and then questionnaires were distributed among them through available method. Content validity method was used to determine validity of questionnaires and Cronbach's alpha coefficient was applied to determine reliability of questionnaires. According to the obtained coefficients, data collection tool of study had the required reliability and Likert Scale was employed in this study. The collected data were analyzed using descriptive and inferential statistics. At descriptive statistics level, some variables such as mean, variance, and standard deviation as well as demographic variables such as gender, age, education status, marital status, and work experience were studied and then at inferential statistics, Confirmatory Factor Analysis was used to evaluate validity of questionnaire and Structural Equation Modeling (SEM) and was used to test research hypotheses through SmartPLS3 software. Finally, all hypotheses of study were accepted and some recommendations and solutions proposed to improve and promote factors affecting export intensity in mentioned companies.

Keywords : Keywords: export, export intensity, small and medium-size companies

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